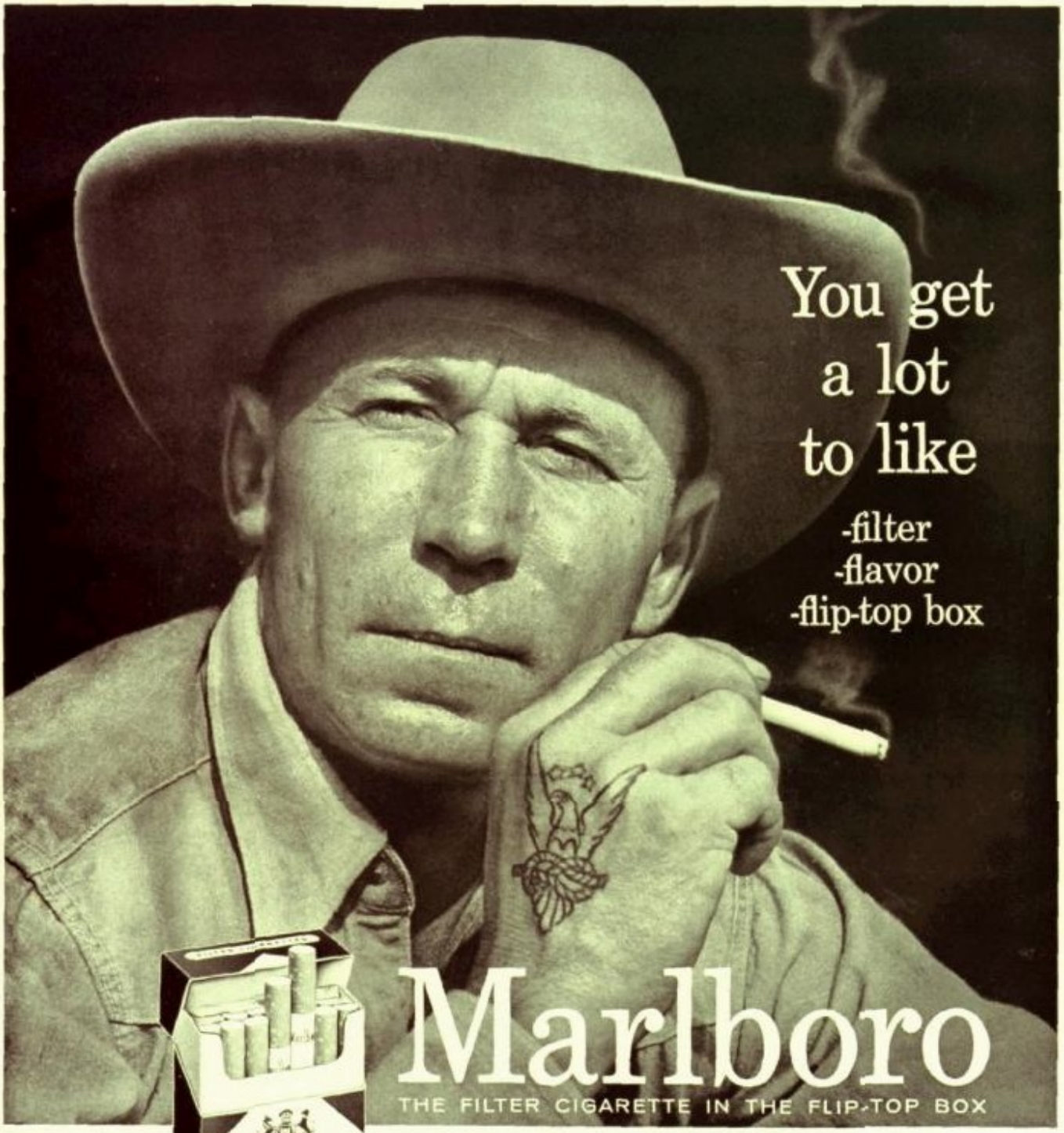
LEO BURNETT COMPANY, *Inc.*

Ad No. 302—Req. No. 6078—1 page—B&W—Bleed—11 x 13¾ in.—Saturday Evening Post, October 20, 1956 (A)

#302 "Eagle Wings"



NEW FLIP-TOP BOX
Firm to keep cigarettes from crushing. No tobacco in your pocket.

POPULAR FILTER PRICE

This Marlboro is a lot of cigarette. The easy-drawing filter feels right in your mouth. It works but doesn't get in the way. You get the man-size flavor of honest tobacco. The Flip-Top Box keeps every cigarette in good shape and you don't pay extra for it.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)

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